



PO Box 366, Loyalton, CA 96118

April 25th 2023

To: Sierra County Board of Supervisors

Subj: Entity name change: East Sierra Valley Chamber of Commerce. To: Sierra Valley Chamber of Commerce.

1. With respect and hopefully with your blessing, it is our intent to move forward with the California Secretary of State, California Franchise Tax Board, and the Internal Revenue Service for our entity name change. I have personally spoken with the responsible agencies for this change.
2. The Chamber Board over recent years has worked to improve this chamber and perpetuate growth. The consensus of all board members is that our current entity name was neither proper, prudent nor did it articulate or reflect any idea of future growth, specifically defining us as only serving the East end of Sierra Valley.
3. Our focus and responsibilities are and always will be as defined within our Service Agreement with the County of Sierra, and that is; the express purpose of providing for the promotion of Sierra County.
4. Promotion/advertisement comes in many forms. East Sierra Valley Chamber of Commerce's actions have had a domino effect through our efforts in promoting Sierra County, Sierra Valley through advertisement/promotion. This action has created a chain reaction. Not only has it had the cumulative effect of having produced not only new business members but exceptional exposure for Sierra County, Sierra Valley through our business members. As a result, the East Sierra Valley Chamber of Commerce has substantially grown in business members both in County and business entities outside Sierra County, Sierra Valley.
5. Our chamber works diligently on promotion/advertisement of tourism, events, activities, be they chamber sponsored or events/activities we give support by whatever means possible.
6. With an entity name change it is our intent to improve our visibility, our business climate, exposure, and our economic prosperity. The new camera on Leonards Market has provided a new perspective and exposure for tourism within Sierra County, Sierra Valley.

Respectfully,



Michael H. Welbourn

For the Board of Directors, ESVCC